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Digest

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Steve Broidy Plays Ball

YOU have often heard it said that "Steve Brodie" took a chance. He jumped off the Brooklyn Bridge, but in Motion Pictures, we too, have a Steve Broidy, who has, for 16 years, been building bridges with Monogram. His idea was to bridge the gap between the big pictures, and to fill in with features which never could be anybody's headache, in production, or exhibition. In other words, Steve Broidy, Lou Lipton and their associates developed Monogram Pictures by playing ball, until, to-day, we find Monogram, in company with another producing trademark, Allied Artists, a trademark which Monogram has itself created for "Bigger and Better Pictures". In the words of Steve Broidy, perhaps, the policy of "Playing Ball" was the spark which set into action the idea of "The Babe Ruth Story", and which gives Allied Artists, at its first base, a home-run.

To a sales meeting, in Toronto, Steve Broidy came, in person, and told his Canadian sales force a "straight from the shoulder story".

At a luncheon on Tuesday, July 20th, at the King Edward Hotel, Steve Broidy had the opportunity of meeting representatives of the Film Trade, including the press.

Oscar R. Hanson, who has nursed, tended, publicized and sold the Monogram pictures, in Canada, for years, introduced the guest speaker, and in the same forceful style, Steve Broidy presented the Monogram and Allied Artists story, without any fireworks, without any hokum, nor any of the familiar bunk, to which we are, on occasion, subjected.

Precedent is somewhat similar to "a rut". A company which has furnished an even diet of pictures, which has sold them to exhibitors, for breakfast-money, finds it difficult to get the exhibitors out of a rut in their sense of

the valuation of a trademark, and even when such a producing company presents a box office builder, which outgrosses the product of a major company, taking into comparison the cost of the picture to the exhibitor, the exhibitor feels that the producer should get the same price as he previously received for his program pictures.

This is one of the explanations for the formation of Allied Artists. The officers of Monogram Pictures, after sixteen years, in production and distribution, have learned to make "Bigger and Better Pictures", but, also, have learned, that such "Bigger and Better Pictures" cost more to make, more to sell, and bring in more at the box office. Consequently, "bigger and better" prices are imperative.

Steve Broidy made no pretense, attempted no camouflage, in his presentation of Allied Artists. He put his pictures on the table, and revealed four aces in his hand, with "The Babe Ruth Story", which Motion Picture Daily reviews as "money in the till for exhibitors anywhere and everywhere".

Joseph Than and Leonard Fields, of Allied Artists, are at the Renaissance Studios, Montreal, and were introduced at the King Edward luncheon. Fields explained the set-up, through which ten pictures are to be made in Canada, and which would be distributed through Monogram Pictures and Allied Artists, for world markets.

Monogram has many friends in exhibition, and we feel that if the Exhibitors will do, for Allied Artists, half as much to help them grow, as Monogram has done to keep the little exhibitor in business, our motion picture Steve Broidy will continue to build bridges, without the urge to jump from any one of them.

—EDITOR.

PUBLISHED BY

CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

277 VICTORIA STREET

TORONTO



THOUGHTS IN A PROJECTION ROOM!



"Every week I get a shot of that good old Vitamin M-G-M! This 'Homecoming' is merely terrific!"



"Garson in tights! Wait till they see 'Julia Misbehaves'!"



"Zowie! Capra's done it again in 'State of the Union'!"



"And now Technicolor-ific 'Three Musketeers' tops them all!"



"This Technicolor 'Easter Parade' is Irving Berlin's top!"



"Wait a minute! Just when I thought I'd seen *everything* I get this wire about Technicolor 'Hills of Home'! Let's read it!"



"I'm nuts about this Technicolor 'On An Island With You'!"

"Not since 'Green Years' has any preview so deeply moved an audience as did 'Hills of Home' last night in Glendale sneak screening. Here is genuine emotional beauty with exciting dramatic background in Technicolor. Superb performances by Edmund Gwenn, Donald Crisp, Tom Drake, Janet Leigh and appeal of Lassie promise big box-office rewards. Direction by Fred Wilcox and production by Robert Sisk are top M-G-M quality. It's another topper in the Vitamin M-G-M Parade of Hits!"



"Another sure-fire Technicolor hit! 'Date With Judy' is great!"



"Pardon my Technicolor blushes, but 'EASTER PARADE' is the sensation of the nation!"

MORE AND MORE IT'S: "M-G-M GREAT IN '48!"

Mochrie Announces New Product At R-K-O Toronto Regional Meet

At the R-K-O Radio Pictures' regional sales meeting held at the Royal York Hotel, Toronto, on July 15th and 16th, Robert Mochrie, vice-president and general sales manager, who directed the meet, made a very thorough and complete analysis of the results attained by the Canadian district in the past year and expressed his admiration for the fine records in sales and billings established by Canada. He also paid a marked tribute to Leo M. Devaney, Canadian general manager, for his successful leadership in the Canadian district.

Charles Boasberg, North-South Divisional Manager, and Harry J. Michalson, Short Subjects Sales Manager, reviewed sales and liquidations on the features and short products generally and announced the sales policy for all units of product for the 1948-49 season.

In addition to the Canadian branch managers and delegates present, Carl Peppercorn and A. A. Schubart of the New York home office were in attendance at the meetings.

In outlining the product which would be valuable for distribution during the forthcoming year, Mr. Mochrie commented, enthusiastically, upon the undoubted success of such pictures as the Leo McCarey production of "Good Sam", starring Gary Cooper and Ann Sheridan, which received tumultuous applause from the "sneak" preview audience at the Nortown Theatre last Thursday night.

Among the features to be released by R-K-O during the year will be "Rachel And The Stranger", a vivid romance of the days when Ohio was a wilderness. Cast will include Academy Award winner Loretta Young, William Holden, Robert Mitchum and Gary Gray; "Every Girl Should Be Married", with Cary Grant, Franchot Tone, Diana Lynn and Betsy Drake; "Melody Time", Walt Disney's great new musical comedy in technicolor, in which Roy Rogers, Dennis Day, the Andrews Sisters, Freddy Martin, Fred Waring and his Pennsylvanians, Ethel Smith, the Dinning Sisters, Buddy Clark, Jack Finn, Sons of the Pioneers, Bobby Driscoll and Luana Patten add their entertainment talents to the live action-cartoon combination of the seven-episode filmusical.

Samuel Goldwyn's "A Song Is Born", stars Danny Kaye, Virginia Mayo, Benny Goodman, Tommy Dorsey, Louis Armstrong, Lionel Hampton, Charlie Barnet, Mel Powell, Buck and Bubbles, Page Cavanaugh Trio, Golden Gate Quartet, Russo and the Saraba Kings, Hugh Herbert, Steve Cochran, J. Edward Bromberg, Felix Bressart, Ludwig Stossel, O. Z. Whitehead, Esther Dale. It is the opinion of R-K-O's vice-president and general sales manager, Mr. Mochrie, that this latest Danny Kaye picture will shatter all records of that popular star, who already has many outstanding successes to his credit.

"The Velvet Touch", is a suspenseful drama of a Broadway star, the out-

standing cast of which includes Rosalind Russell, Leo Genn, Claire Trevor, Sydney Greenstreet, Leon Ames, Frank McHugh, Walter Kingsford and Dan Tobin. "Stations West", a big outdoor drama of mystery and adventure, stars Dick Powell, Jane Greer, Agnes Moorehead, Burl Ives, Tom Powers, Gordon Oliver, Guinn Williams, Steve Brodie and Raymond Burr. "Return Of The Badmen", is an exciting chapter in the stirring history of Oklahoma, with Randolph Scott, Robert Ryan, Anne Jeffreys, George "Gabby" Hayes, Jacqueline White, Steve Brodie, Richard Powers, Robert Bray, Lex Barker, Walter Reed, Michael Harvey. "The Boy With The Green Hair", a Dore Schary production, has a cast including Pat O'Brien, Dean Stockwell, Robert Ryan and Barbara Hale. "Blood On The Moon", is a Saturday Evening Post story. The cast includes Robert Mitchum and Barbara Bel Geddes. "The Long Denial", a Vicki Baum production, with an all-star cast headed by Maureen O'Hara. "Baltimore Escapade", a light comedy, with Robert Young and Shirley Temple. "Weep No More", stars Joseph Cotten, Valli, Spring Byington and Jack Parr. "The Window", a harrowing story of a small boy who accidentally witnesses a murder, with the climax leaving the audience gasping is produced by Frederic Ullman, Jr. "Interference", a story based on professional football. Cast includes Victor Mature, Sonny Tufts and Lucille Ball. "So Dear To My Heart", a new Walt Disney feature, is based on an entirely new theme, with both cartoon and live characters. "Enchanted", a new Samuel Goldwyn production, with David Niven and Teresa Wright. "Mr.

E-U Launches \$250 Contest On Exploitation Picture

In order to provide an opportunity for exploitation-minded Canadian exhibitors, A. W. Perry, President, announces that Empire-Universal Films Limited is instituting an exploitation contest on its great box office attraction. "The Man-Eater of Kumaon", which is, at present, doing terrific business in its third week at the Winter Garden, New York City.

The contest begins on August 1st and ends on December 15th. Prizes totalling \$250 will be awarded to the theatre managers putting on the best campaigns in the estimation of the judges. First prize will be \$150; second prize, \$65 and third prize, \$35.

"The Man-Eater of Kumaon" is taken from the book of the same name, which was a best-seller and a Book-of-the-Month Club selection. All trade and newspaper reviewers claim the picture has outstanding qualities.

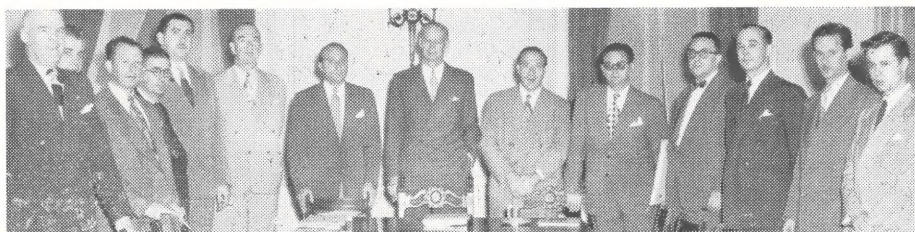
Empire-Universal has produced promotional aids to make any box office sing. These are available to all exhibitors. Procure them now and prepare for your play-date.

There are no rules and regulations. Advertising budgets will be taken into consideration to allow the small exhibitor the same advantages as a first-run house.

This is the kind of contest managers have been clamoring for. Alert showmen will recognize that this is the type of picture that's chockful of showmanship angles. Pull out the old standbys from your exploitation grab-bag and dream up a few new ones for this picture.

Prepare now for your engagement and reap the benefits of \$250 in extra prize money.

Joseph Young Of Africa", a John Ford — Meriam C. Cooper production. "Joan Of Arc", with Ingrid Bergman. This is considered the greatest epoch in the history of motion pictures, its negative cost ran better than five million dollars.



At the R-K-O Radio Pictures Toronto Zone Meeting, held at the Royal York Hotel on July 15th and 16th, Canadian representatives and New York home officers were in attendance. Seen from left to right are George Degnon, eastern Canadian publicity rep.; Ted Carey, assistant to Leo M. Devaney, Canadian District Manager; Meyer Nackimson, branch manager, Winnipeg; Jim Davie, branch manager, Vancouver; Jack Bernstein, branch manager, Toronto; Leo M. Devaney, Canadian District Manager; Harry Michalson, short subjects sales manager; Robert Mochrie, vice-president; Charles Boasberg, North-South Division sales manager; A. A. Schubart, manager of Exchange Operations; Carl Peppercorn, assistant to North-South Division sales manager; Murray L. Devaney, branch manager, Montreal; Harry Cohen, branch manager, St. John, and Art Elliott, branch manager, Calgary.

Vancouver News

By JACK DROY

THE Little Theatre Association of Vancouver plans to build a \$100,000 Little Theatre Playhouse in Vancouver's west end. The Theatre, planned for use of cultural and political groups, will have a seating capacity of 500. It is hoped that the theatre could be rented out at least 200 nights of the year. At present the Little Theatre groups are using the York Theatre, a moving picture house for their stage attractions. The Theatre is away out in the east end of the city which is too far from town to get the crowds.

* * *

Frank Cristou of the Lux Theatre in Banff is keeping up with the popular resort's extensive building program and is busy modernizing his theatre front. The Lux, which is Banff's only movie house, enjoys consistently good business at this time of the year when the town is packed with tourists. Frank gets early releases for the summer.

* * *

Calgary counted up a record Stampede gate this year, and visitors from all over the American continent attended. Vancouver's Kitsilano Boys Band had the honor of leading the parade which preceded the world's greatest outdoor show. Jack Randall, Strand manager, was present at the Stampede, and he reports that Henry Nathanson, M-G-M Canadian president, was a visitor en route to Banff. Henry was busy looking up his many friends in show business in the cow-town and renewing old acquaintances.

* * *

On the sick list here are Joe Millman, veteran manager of the F-P Kitsilano Theatre, who is in the General Hospital recuperating from an abdominal operation. Art Gilbert, an M-G-M employee, is also hospitalized for a foot operation. Agnes Gray, Odeon-Hastings cashier, is back home after a major operation. All are on the way to recovery, it's reported.

THEATRE FOR SALE

15 miles from Montreal, Northern highway, entirely modern, air conditioned theatre, 440 seats, built on new American plans. Good opportunity, price \$51,000. Cash \$31,000. If interested, call at Passau Realities, 7411 St-Hubert, or telephone CR. 8532 in Montreal, P.Q.

Andy Digney, former owner of the Oak Theatre at Burnaby, which he sold to Odeon, has struck the jack-pot with his Digney Speedway at Burnaby near Vancouver. All Andy has to worry about is accommodating the crowds who want to see his auto show. Five thousand paid customers attended the opening. Rochester of radio fame was the star guest at the first meeting.

* * *

Film row men are glad to see Willard Adamson back on the job again after a serious operation when he lost one of his legs. Willard is a cheerful chap and is taking things in stride.

Tragedy befell an ex-usherette of the Strand Theatre, Doreen Thorp, 22 year-old who died as a result of escaping gas in her tiny apartment, which she shared with another girl who was absent at the time. Doreen was on the staff of the Strand Theatre for over a year and only resigned recently to accept another position. The funeral of the popular girl was attended by many friends in show business.



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MONTREAL

All Calgary Records Broken By E-L "Northwest Stampede"

"Northwest Stampede", Eagle Lion's Cinecolor outdoors romance, which was world-premiered at the Grand Theatre, Calgary, Thursday, July 15th, broke all existing records for opening day receipts, it was announced by theatre officials. Among the outstanding box office films outgrossed by "Northwest Stampede" are "The Jolson Story", "Best Years of Our Lives", "The Egg and I" and "Great Expectations".

* * *

Coming from and going on vacation are Bill Bailee, F-P Art Shop boss; Al Mitchell and Bill Myers, Odeon-Hastings; Ernie Sauer and Harry Lawrence, Lux Theatre; Ann Thompson of the Dunbar; Jeanne Lewis, Orpheum; Charlie Backus, U-A, and Edith Krakonchuk, Strand Theatre.

* * *

Jack Burdett, Stanley Theatre manager, will marry a Vancouver girl on July 31st. Bill Turner, Paradise assistant manager, announced his engagement to Margaret Connolly of Pacific Air Lines. Ruth Holm of the Plaza staff will marry a Vancouver boy in September. Perry Wright, manager of Empire-Universal, pulled a surprise on film row when he married Ora Griffin of Montreal.

* * *

Phyl Dixon, office manager for J. Arthur Rank 16mm. Ltd., has resigned to be a housewife, and is replaced by Mary Dixon, Sam Lambert, manager, announced.

* * *

"The Home Town Paper", a film story of the Vernon News and the typical Canadian weekly newspaper's place in the average town, has been entered, by the National Film Board, in the Edinburgh Film Festival this summer. The film has received wide acclaim in newspaper circles throughout the continent, and it is hoped it will win sufficient recognition at this important film exhibition to considerably increase outside knowledge of the Canadian scene. The entire film was shot at Vernon, B.C.

AVAILABLE

Theatre manager. French-Canadian Bi-lingual. 35 years of age. Five years experience. Can provide excellent references.

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La Tuque, Quebec.

ONTARIO GOVERNMENT ALLOWS THEATRES 2½% RETROACTIVE
COMMISSION ON AMUSEMENT TAX COLLECTIONS.

SIMPLIFIED FORMS IN PREPARATION.

Prairie News

By BRUCE PEACOCK

CLOSED for seven weeks, the Broadway Theatre, Regina, has been reopened by owner H. A. Bercovich. The interior of the house was completely ripped-out and extensive alterations were made. The Broadway now has a parabolic floor, seating 716, as compared with 754 previously. Seats have sponge rubber cushions and red plush trim. When the patron rises, the seat automatically "pops" up.

The Spanish motif of the walls has been maintained and the interior has been completely repainted. New carpeting has been laid. The theatre has been made ready for installation of air conditioning equipment. The front lobby has been renovated and redecorated and new furnishings have been added. An estimated \$30,000 was spent on alterations.

H. A. Bercovich, of the Broadway, Regina, left for Winnipeg and Toronto by car on a combined pleasure and business trip. He was accompanied by Mrs. Bercovich.

When "The Fuller Brush Man" played the Rex Theatre, Regina, S. F. Otto, manager of the brush company's Regina branch, rigged up a clever theatre lobby attraction — a brush salesman made entirely of the company's product. The model salesman made news when a theatre patron stole his nose, a \$7 shaving brush.

Cashier at the Broadway, Regina, for five years, Grace Hamilton is now Mrs. D. E. Spencer and lives at Lloydminster. Her successor is Gladys Miller. Miss Miller was off work recently with summer flu.

Louis-Walcott fight pictures played six days at Harold Gray's Met Theatre in Regina, holding up well for four. Harold reported himself pleased with the business for the fight pictures, considering the hot weather and the lack of controversy and fan interest surrounding the fight.

Gordon Brewerton of the Rex Theatre, Cardston, Alberta, is spending his vacation in Vancouver and looking up his many friends in show business on the Pacific coast.

Billy Cook, usher at the Met Theatre, Regina, is operating his own theatre for the summer months, the Ark, at Regina Beach. Billy does his own operating. Films are screened nightly.

The Alameda branch of the Canadian Legion has bought a projector and screens movies twice weekly in the Legion Hall, Alameda, Sask. Projectionist is Edgar Young.

CALGARY - EDMONTON THEATRE-GOERS ENJOY "NORTHWEST STAMPEDE" CO-PREMIERE



A Calgary visitor, Pat Murphy of Alaska, lent his new 1949 Cadillac Convertible to promote the Calgary world premiere of "Northwest Stampede" at the Grand Theatre, in the annual Calgary Stampede opening parade. Irving Herman, Director of Advertising and Publicity for International Film Distributors (in front seat next to driver Murphy) arranged the stunt and managed to get the young folk (seated in the back) from among the spectators at the parade starting point. Announcers of all three local radio stations, posted along the parade route, mentioned the Cadillac banners several times on the air. That this stunt caught the attention of the spectators throughout the parade is evidenced by the interest shown in the faces above.



At the Edmonton co-world premiere at the Rialto Theatre, a tremendous line-up was evidenced throughout the whole engagement.



World famous Sally Rand initiated postcard signatures on greeting to James Craig, in a special ceremony on the opening day of the Calgary Stampede, in which all of her girls participated.

FILMS**RADIO****VIDEO****MUSIC****STAGE**

VARIETY

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PRICE 25 CENTS

DISKERS WOULD BOLT PETRILLO

THIS SPEAKS FOR ITSELF! → →**Looks Like Bing's Year—Again—With
'Emperor' and 'Rio' 2 of 3 Best Grossers****CANADIAN RELEASE DATE**

"EMPEROR WALTZ"

(IN GLORIOUS TECHNICOLOR)**Labour Day, Sept. 6th****-- BOOK NOW --**

With the 1948 halfway mark just passed, Paramount's "Emperor Waltz" looks fairly certain to be the high-grosser of the year. Based on the approximately 400 dates so far played, which provide a fairly accurate national cross-section, the Bing Crosby Technicolor epic will garner total rentals of about \$5,800,000 in the U. S. and Canada.

There are few films looming as potentials to knock "Emperor" a peg.

Indisputably, as far as stars go, 1948 will again be a Crosby year. The Groaner carried off top honors in 1946. Last year he was champ without a battle.

This year, with "Emperor Waltz" first and "Rio" third, Crosby seems fairly certain of a walkaway.

COMING**BING CROSBY****IN**

"CONNECTICUT YANKEE"

(IN GORGEOUS TECHNICOLOR)**By MARK TWAIN**

Maritime News

By A. L. FAIRWEATHER

TALKING with A. I. Garson, Eastern representative of Odeon Theatres, Saint John, he told your correspondent that building on a new Odeon Theatre will begin this Autumn. The property, on King Square, Saint John, has had a number of tenants who had leases, but all buildings on the Square are now vacant and negotiations are underway by which the remaining apartments on Sydney Street will probably be cleared of tenants in the near future. The property has frontage on both King Square and around the corner on Sydney Street. Mr. Garson has returned from a visit to Halifax, overseeing the reopening of the Odeon theatres there. * * *

The Strand Theatre, Saint John, is being repainted inside, and a candy bar installed in the lobby. Candy bars are now a feature of most of the Company's chain of Maritime theatres with popcorn facilities, in addition. * * *

The Capitol Theatre, Saint John, went strongly for publicity in connection with the exploitation of "Captain from Castile". Advance notices were placed in the press, and radio spots were used lavishly while a window display of the book in the largest Department store proved effective. Large stands in the lobby of the theatre were used as well as window advertising. The Capitol is preparing for the showing of "My Wild Irish Rose", and are readying many shamrocks to be utilized for this feature. An English romantic comedy, "Meet Me at Dawn", was well received at the Capitol, where Bill Gates has returned from his vacation and is carrying on in the absence of H. Harrison Howe, manager, who is on holidays. * * *

A popcorn and candy bar is in process of being installed at the Paramount Theatre, Amherst, N.S., an F. G. Spencer Co. Ltd. theatre. * * *

"The Fuller Brush Man" stunt, at the Community Theatre, Yarmouth, N.S., went off splendidly with Mr. and Mrs. A. C. Fuller in the picture and in person at the theatre. This Columbia picture attracted great crowds, breaking a Saturday record of the theatre. Syd Wyman, manager, made good use of all means of publicity, and editorials in newspapers were written, while the gift of Fuller brushes, to those attending, proved a good drawing card. Mr. Fuller, whose birthplace is near Yarmouth, where he now has a summer home, along with his wife, was guest of the management and attended the three days showings. International News Service wired for a long description of the premiere.

At the Dundas Theatre in Dartmouth, N.S., the manager, Ivan Haley, sponsored a "Soap Box Derby". Young boys drove carts and boxes placed on wheels and the parade was a feature of the celebration of Dartmouth's Natal Day, which is annually and widely observed. The Dundas is a Franklin-Herschorn Theatre. * * *

Mr. and Mrs. Sam Babb left for Halifax by motor, where Mrs. Babb will see her brother off to England on the Aquitania. Mr. H. E. Herschorn of Halifax and London is Canadian representative for the Amateur Swimming Association in London and is going over in connection with the Olympic meet. He is a brother of Mrs. Babb and of the late Meyer Herschorn, well-known in the theatre business. Mr. Babb is booker for the Mayfair Theatre. * * *

R. S. Roddick, Eastern Supervisor for Famous Players in Halifax, spent two days in Saint John on a routine business trip.

Willard Boudreau, manager for F. G. Spencer Co. Ltd. at Dalhousie, N.B., who was injured in a motor accident in Quebec, is now in hospital at Dalhousie, while W. G. Gazley, manager of the Spencer theatres at Campbellton, N.B., the Capitol and Paramount, is acting manager for the Dalhousie Capitol. * * *

Miss Genevieve Breen, M-G-M office, Saint John, spent her holidays at the Capital City of Fredericton, N.B. * * *

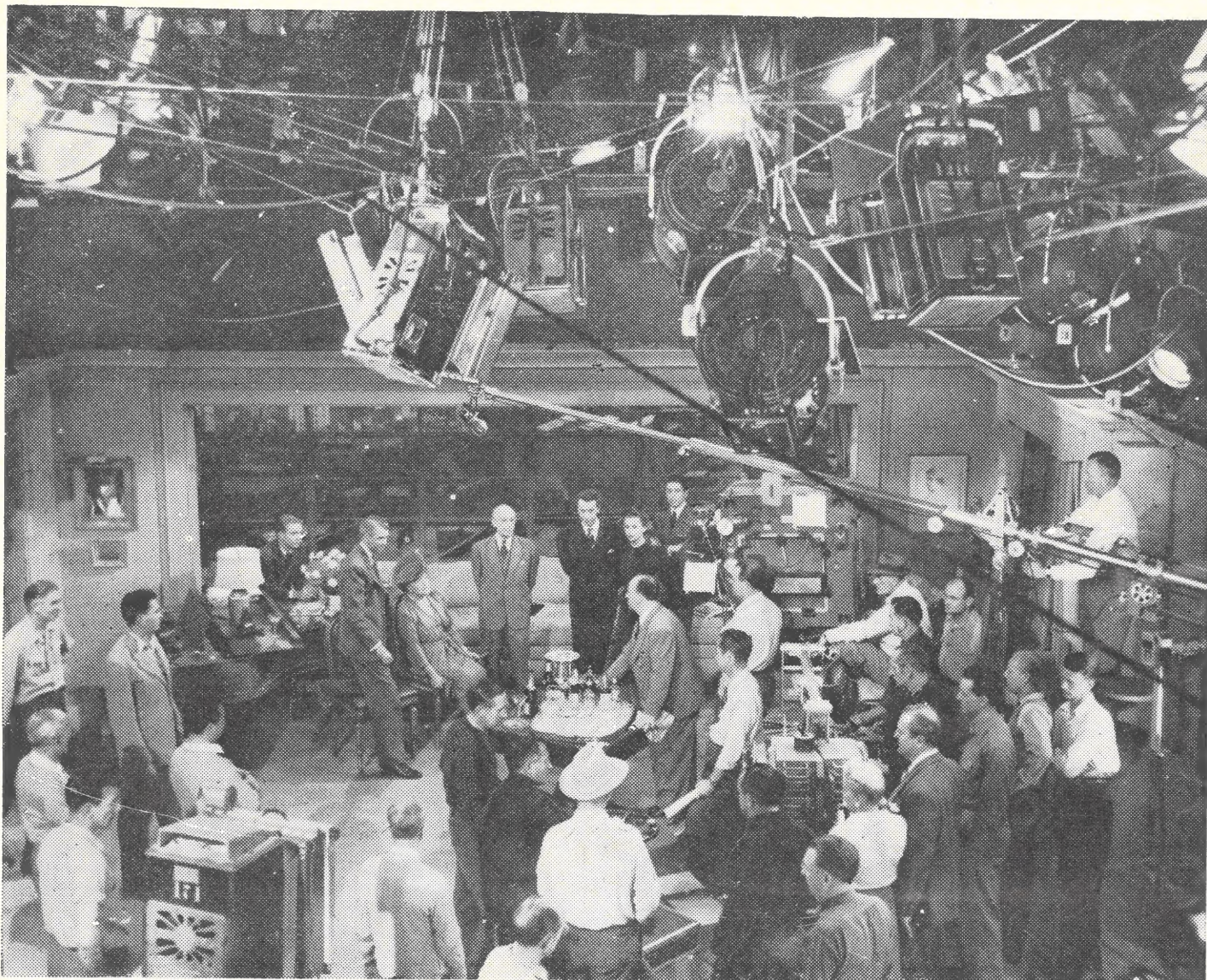
George Walters, manager of F. G. Spencer's theatres at Charlottetown, P.E.I., was chairman of a Rotary Club Convention there, with special meetings held at the Prince Edward Theatre. Mr. Walters received high commendation for the arrangements made for this meeting, which was said to be one of the best planned conventions ever held by the Club. * * *

An opposition attraction in St. John during the summer months is a new Race Track, which is in operation about 3 miles from the city.



A. C. Fuller, president of the Fuller Brush Co., Hartford, Conn., (right) and Syd Wyman, manager of the Franklin-Herschorn Community Theatre, Yarmouth, Nova Scotia, (left) discuss arrangements for the Maritime premiere of Columbia's "The Fuller Brush Man". Mr. Fuller, who was born near Yarmouth, co-operated with the management and was in attendance at all performances. Result was record-breaking crowds and a great deal of favorable publicity for all concerned.

Months of Planning and Precision Rehearsal Responsible for 'Rope's' New Film Technique



Intensive preparation was the keynote for months as work went forward on Transatlantic Pictures' \$2,000,000 super-suspense thriller, "Rope," which Alfred Hitchcock directed for Warner Bros. release. In this candid shot taken on the set of the Technicolor film, Hitchcock, master of suspense (leaning on table, centre), discusses the action with cast and crew, months before a camera started rolling. Cameramen, electricians, sound men, technicians attended daily rehearsals with members of cast for a long time before actual shooting began, assuring perfect co-ordination.

THE CANADIAN MOVING PICTURE DIGEST
8th Annual Showmanship Contest
CLOSES AUGUST 31st, 1948
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